MULTIMEDIA UNIVERSITY

STUDENT ID NO

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FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BAE1024 – ADVANCED MANAGEMENT ENGLISH

(All sections)

10 MARCH 2016
9.00 – 11.00 A.M.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **EIGHT** printed pages with **3** sections.
2. Answer **ALL** sections.
3. Write all your answers in the Answer Booklet provided.

SECTION A: NOVEL [20 MARKS]

Instructions: Answer the following questions based on the novel entitled "The Monk Who Sold His Ferrari".

Instructions: Answer all the questions below.

1. In Master Your Mind technique, through regular and disciplined practice, Yogi Raman was able to do a few amazing things. Describe two of them.

(4 marks)

2. According to Julian, there is power in the silence and stillness in "The Heart of Rose" technique. Explain the requirement and the practice involved in the technique.

(4 marks)

3. "The Secret of the Lake" is the technique that allows a person to attain one's goal. Describe the logic behind the use of this technique.

(4 marks)

4. "Simply put, Julian's spark of life began to flicker" is used by the writer to describe Julian's life before his collapse. Describe what the writer means by the expression.

(6 marks)

5. Julian and Yogi Krishnan shared something in common before becoming a monk. What did they share?

(2 marks)

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SECTION B: READING AND VOCABULARY [20 MARKS]

Instructions: Read the following passage and answer the questions that follow.

The Bottom Line: Five Myths About Fishing

From the Chesapeake Bay to Florida's Gulf Coast, recreational fishing is big business for many communities along the Eastern Seaboard. In fact, more than one-third of America's 11.8 million saltwater anglers live in the region. This U.S. national pastime is much more than throwing a line off a local pier. In some areas, anglers catch more of certain species of fish than commercial fishermen do. Unfortunately, a series of myths about recreational fishing has **clouded** recent policy discussion in the U.S. Administration. Here are five of those myths.

At first glance, it seems like common sense: If people are catching lots of fish, there must be plenty in the sea. However, like all anecdotal evidence, on-the-water observations need to be backed up by more **rigorous** scientific research. Anglers go where the fish are, and although discrete regions may have abundant supplies, the total area that a species occupies may have shrunk. For example, some fish form dense groupings when they reproduce, known as spawning aggregations, making them seem more prolific than they are, and also making them easy targets. This is the case for barred sand bass and kelp bass, two popular recreational species in Southern California. Researchers discovered in a 2011 study that the populations of these fish had declined by 90 per cent since 1980 and have now collapsed. Their tendency to cluster while spawning created an illusion of plenty, which kept anglers coming back for more. They did not realise that they were pushing the total population to unsustainably low levels.

In 2011, U.S. saltwater anglers made roughly 70 million fishing trips, according to an economic report from the National Oceanic and Atmospheric Administration, or NOAA. With the aid of technology, these fishermen catch more fish than ever, even surpassing commercial catch levels for certain species in some regions. These two factors–the number of fishing trips and the number of fish caught on each trip–significantly influence the health of our ocean fish populations, because millions of individual anglers, catching even a few fish per trip, can have a huge overall ecological impact. In the Gulf of Mexico, the number of anglers has increased 64 per cent and the number of fishing trips has risen 42 per cent from 1989 to 2009. Without effective management, this sharp increase could hamper efforts to rebuild depleted species such as the popular gag grouper and red snapper.

It seems **logical** that when managing a living natural resource–whether on land or in the ocean–we must set a cap on what we can extract if we want to keep hunting or fishing. Anglers collectively can have a major impact on the species they target, and we should do what we can to ensure sustainable fishing. This includes supporting the catch limit requirements of our key federal law, the Magnuson-Stevens Fishery Conservation and Management Act.Some people see these limits as yet another example of government interference in their lives. Furthermore, as the caps have taken effect, rumors have spread that many U.S. fisheries will be closed. In response, some are calling on Washington to weaken the

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Magnuson-Stevens Act so that certain recreational fisheries will be exempted from such curbs. For a few species that are in the early years of rebuilding plans, catch will be limited. However, that situation will improve over time, and meanwhile there are many other fish in the sea that anglers can target. The new catch limits system established by the Magnuson-Stevens Act is both reasonable and prudent–ensuring that decisions on how much we take from our seas are based on the best available research, not politics.

Those seeking to avoid **responsible** management of our natural resources often attack the science underpinning the conservation measures. Some members of the sport fishing community also take this approach. The reality is that we have some data for every federally managed fish species. This information comes from comprehensive at-sea government surveys, historical catch levels, basic fish biology, and local knowledge. Fisheries managers are using this information to set catch limits at levels that will keep those populations sustainable. NOAA's regional science centers are among the best in the world. The Alaska Fisheries Science Center in Seattle and the Northeast Fisheries Science Center in Woods Hole, MA, are global leaders. In recent years, NOAA also has invested heavily in its research center in the Southeast to meet the unique challenges that regional fisheries managers face there. These groups are all top-notch, bringing in some of the best scientists and embracing a well-developed system for peer review of their work. Rather than trying to undermine the science, anglers should **urge** Congress to fund, expand, and improve research efforts, particularly with regard to recreationally important fisheries.

Few myths about the management of our nation's ocean resources are as bad as the allegation that the environmental community wants to "end fishing as we know it." This claim is simply untrue. Many conservation advocates are anglers, too. We enjoy being on the water and work with other outdoor enthusiasts to make sure that fish populations are healthy for the benefit of all Americans, even if they never cast a line.

The bottom line is that fishermen and conservationists truly have a common goal: We want to take care of the ocean so that future generations can keep fishing, diving, eating local seafood, and enjoying the myriad other benefits that our marine resources provide. Rather than weakening current laws, let's instead work together to find creative ways to further improve the management of our oceans.

Adapted from Crockett, L. (2013, October 7). The bottom line: Five myths about fishing. Retrieved November 10, 2015, from *National Geographic*: http://voices.nationalgeographic.com/2013/10/07/the-bottom-line-five-myths-about-fishing/

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Question I Contextual Clues (5 marks)
Instructions: Based on the passage, choose a word or phrase that **BEST** expresses each of the following words.

1. ***clouded*** (line 6)
   A. hazy
   B. anxious
   C. confused
   D. apprehensive

2. ***rigorous*** (line 10)
   A. rough
   B. healthy
   C. difficult
   D. thorough

3. ***logical*** (line 32)
   A. likely
   B. coherent
   C. reasonable
   D. compelling

4. ***responsible*** (line 48)
   A. liable
   B. mature
   C. answerable
   D. trustworthy

5. ***urge*** (line 61)
   A. wish
   B. push
   C. plead
   D. advise

Question II True or False Statement (5 marks)
Instructions: Read the following statements and write **T** if the statement is true and write **F** if the statement is false.

1. U.S. Administration has made a policy that anglers can catch certain fish species compared to commercial fishermen.

2. For a period of 30 years, the population of sand bass and kelp bass have reduced by more than 50 per cent.

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3. The National Oceanic and Atmospheric Administration reported that by 2011, saltwater anglers made roughly 70 million fishing trips.

4. Due to the reduction of certain fish population, the environmental community does want to stop what the fishermen have been doing so far to ensure other fish can maintain their numbers.

5. The Magnuson-Stevens Fishery Conservation and Management Act is a direct evidence that the government interfere into the anglers' catch limit requirements.

Question III Comprehension (5 marks)
Instructions: Answer the following questions.

1. Why is it a myth that if people are catching lots of fish means there must be plenty in the sea?
   A. Because the population of fish is actually declining.
   B. Because scientific researches are needed to prove the statement.
   C. Because there are only 11.8 million saltwater anglers still living in the region.
   D. Because it has been found out that anglers are catching fish more than the commercial fishermen do.

2. Why did the anglers believe that there is still a lot more fish that can be caught?
   A. Because the anglers, in catching the fish, pushed the fish to form a cluster
   B. After the collapsed of the population of the fish, some fish form dense grouping in their reproduction.
   C. Because many researches have found out that fish tend to cluster whenever the anglers tried to catch them.
   D. The fish form clusters in their reproduction, thus creating an illusion that there are still lots of fish for the anglers to catch.

3. In managing natural resource, there is a need to set a limit on how much the anglers can catch the fish to _____
   A. ensure that laws and regulations are followed by all anglers
   B. ensure that the number of fish is still enough for future catches
   C. show support for the Magnuson-Stevens Fishery Conservation and Management Act
   D. ensure the right politics can be done to find out how the fish population can be increased

4. The information to manage natural resources for conservation mainly comes from
   I. basic fish biology
   II. foreign knowledge
   III. contemporary catch levels
   IV. at-sea government surveys

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A. I only
B. I and II only
C. I and IV only
D. II and III only

5. Some members, including some sport fishing communities, should not go against the conservation measures done by the scientists; instead they should _____.
   A. find their own resources to ensure they can continue fishing
   B. urge the government to enhance researches on recreationally important fisheries
   C. fund the scientists so that the scientists can recommend a better approach to fishing
   D. expand the measures done by the government to ensure the population of the fish does not decline

Question IV Comprehension (5 marks)
Instructions: Answer the following questions in **COMPLETE** sentences.

1. Based on the text, who do you think the writer is? Provide evidence from the text.
(3 marks)

2. In many ways, fishermen and conservationists seem to have a different view of fishing; however, in what ways are they similar?
(2 marks)

SECTION C: GRAMMAR [20 MARKS]

Question I Error Identification (10 marks)
Instructions: For questions 1 to 10, identify the underlined options that are **INCORRECT**. Choose the option that contains an error concerning the following aspects: run-ons, sentence fragments, parallelism or faulty modifiers.

1. The central bank (A) is to provide clarity (B) that are administered by the bank (C) regarding its powers to enforce the regulatory laws. (D)

2. In a statement, the (A) airline said the promotional campaign (B) was for the travel period of Nov 1, 2015 until April 30, 2016, it (C) is available for immediate booking on its (D) website.

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3. The new ruling (A) is to ensure the integrity of and confidence (B) proposed by the ministry (C) in the financial system. (D)

4. Developing countries voiced (A) their anger at the beginning of the talks when the earlier negotiations had not included (B) key proposals on issues like helping (C) people deal with the impacts of climate change and finance (D) their protection.

5. The committee members are sure (A) that a series of improvements will be brought in (B) to ensure the proposal is balanced and practical, it (C) can be used as a starting point (D) for the next management meeting.

6. It is anticipated (A) that the target companies to be acquired (B) under the proposed acquisitions will immediately complement (C) and supporting (D) the existing development of the property group.

7. BIMB Securities Research expects (A) the local market to remain weak (B) on Wednesday due to further (C) profit making activities and softening of (D) investor sentiment.

8. According to Honda Malaysia Sdn Bhd., (A) the price increase, effective (B) from January, (C) will likely be in the range of 2 per cent to 3 per cent. Depending (D) on the model of the vehicle,

9. While the ringgit had strengthened recently, most (A) analysts remained bearish on the currency, it (B) was due to a combination of weak (C) commodity prices and uncertain (D) exports.

10. Pointing (A) to the volatile trading of the currency as a symptom of the lack of liquidity. (B) The manager reiterated (C) that the ringgit would continue (D) to face a liquidity issue.

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Question II Error Analysis (10 marks)

Instructions: *The following extract contains 11 errors in sentence fragments, run-ons, parallelisms and faulty modifiers. Identify 10 errors and correct them as shown in the example. The first error is stated as the example.*

EXAMPLE:

No	Line	Error	Correction
0	1	...countries. Subway...	...countries, Subway...

With 43,945 sandwich shops in 110 **countries. Subway** has become the world's most ubiquitous restaurant chain, posting armies of "sandwich artists" in more American outposts than McDonald's and Starbucks combined. Yet, at the dawn of its 50th birthday, all is not well where sales last year declined 3 per cent, or $400 million. Falling faster than any other of America's top 25 food chains. The mega-deli was also knocked back in seven years to America's third best-selling food chain for the first time.

Subway ascended over the last several decades on the back of broad American tastes, offering a healthy alternative for fast food. And at prices that made it unstoppable during the Great Recession. Even Michelle Obama praised Subway during a visit last year for working to get children excited about eating their vegetables. Whereas, adult diners are pleased to know their meat has been cut fresh, not peeled off wax paper, their meal is heated by steamer, not microwave.

Interestingly, that been one of Subway's biggest threats. What Americans see as healthy and freshness has evolved, but Subway has not. Subway's freshness has lost its appeal with consumers because to them fresh has evolved to mean something very different. More people have money to spend, and they are choosing to spend on better concepts where they get a better product a little bit more. Subway's strategy has only been to open more stores, ultimately those stores just end up cannibalising each other.

However, in some ways, Subway's money-making challenges look even sharper than some others, the average Subway sold $437,000 worth of subs, sodas and cookies last year, the smallest haul in half a decade, and about a fifth as much as the typical Mickey Donald's, which pulls in $2.4 million per store.

Tricia Hetherington, the company's director of research and development, said in a statement, "We'll continue to evolve our reasonably priced, fresher, customisable sandwiches and salads to better meet our customers' tastes and needs." Subway, which is privately run and closely held, would not comment further.

Adapted from Harwell, D. (2013). The rise and fall of Subway, the world's biggest food chain. Retrieved from http://www.washingtonpost.com/business/economy/the-rise-and-fall-of-subway-the-worlds-biggest-food-chain/2015/05/29/0ca0a84a-fa7a-11e4-a13c-193b1241d51a_story.html

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